



City of New Bedford
Scott W. Lang, Mayor

City of New Bedford
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P R E S S R E L E A S E

Mayor Attends 20th Annual Governor's Conference on Travel & Tourism

New Bedford, Massachusetts- Today, New Bedford Mayor Scott W. Lang will participate in the 20th Annual Governor's Conference on Travel and Tourism at the DCU Center in Worcester, Massachusetts. This year the conference is titled *Tourism: The Economic Engine* and is designed to gather the area tourism and hospitality leaders and update them on the current state of the industry, marketing trends as well as the latest research on the Massachusetts travel and tourism industry.

Mayor Lang has been selected to serve on the *Tourism: The Economic Engine* panel and will be joined by Secretary of Housing and Economic Development, Dan O'Connell, City of Salem Mayor Kim Driscoll and City of Pittsfield Mayor James Ruberto. During the executive roundtable discussion Mayor Lang is expected to discuss the factors that contributed to New Bedford's 9% increase in tourism since he took office in 2006.

"I am honored to represent the City of New Bedford at this state conference and I look forward to the opportunity to share best practices as well as to network with tourism and travel industry leaders throughout the Commonwealth," said Mayor Lang.

Also attending the annual state conference are New Bedford Economic Development Council Director, Matthew Morrissey and City of New Bedford Director of Tourism and Marketing, Arthur Motta. For more information visit the Massachusetts Office of Travel & Tourism website or click on the following link to information about today's schedule of events http://www.mass-vacation.com/html/industry_news/governor/program.pdf

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